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Message Text

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20
ACTION CPR-01

INFO OCT-01 ISO-00 INR-07 CG-00 DOTE-00 /009 W
---------- 104548
R 120649Z MAR 76
FM AMCONSUL MELBOURNE
TO SECSTATE WASHDC 3281
INFO AMEMBASSY CANBERRA
AMEMBASSY WELLINGTON
CINCPAC
COMDT COGARD WASHDC
COMPACAREA COGARD SAN FRANCISCO CA
COGD ELEVEN LONG BEACH CA
COGD FOURTEEN HONOLULU HI

UNCLAS MELBOURNE 0402

CINCPAC FOR POLAD

E O 11652 N A
TAGS OCLR, MPOL, AS, MASS
SUBJ: USCGC BURTON ISLAND VISIT TO MELBOURNE

REF BURTON ISLAND 081015Z MAR 76

1. USCGC BURTON ISLAND VISIT TO MELBOURNE (MARCH 2-8) WAS UNQUALIFIED SUCCESS FROM ALL POINTS OF VIEW. REACTION OF STATE AND LOCAL GOVT LEADERS, AND SOUNDINGS AMONG THOUSANDS OF CITY, STATE AND INTER-STATE VISITORS TO SHIP WERE UNIFORMLY POSITIVE. PUBLIC RELATIONS IMPACT OF VISIT WAS EXCELLENT, ENHANCED BY SHIP'S ENTHUSIASTIC PARTICIPATION IN MOOMBA FESTIVITIES, AS WELL AS TIE-IN TO US BICENTENNIAL.

2. BURTON ISLAND CREW, FROM CAPTAIN FOURNIER THROUGH TO JUNIOR ENLISTED RANKS, MADE UNUSUALLY GOOD IMPRESSION ON AUSTRALIANS FROM ALL WALKS OF LIFE. SHIP WAS DELUGED WITH TELEPHONE CALLS FROM AUSTRALIANS OFFERING HOSPITALITY TO ALL RANKS. FEEDBACK TO CONGEN ON PUBLIC REACTION TO IMAGAINATIVE, IN-DEPTH MEDIA COVERAGE-
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ESPECIALLY PRIME TIME TV AND RADIO INTERVIEW OF

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CAPTAIN FOURNIER AND OTHER SHIP'S PERSONNEL, AND
FEATURE TV AND NEWSPAPER STORIES - HAS BEEN EXCEPTIONALLY
GRATIFYING. SHIP HOSTED AS RECORD NUMBER OF
VISITORS - ESTIMATED AT OVER 14,000 DURING ITS SIX DAYS
IN PORT. ITS HELICOPTERS AND CREW FLAWLESSLY
CONDUCTED, IN CONJUNCTION WITH AUSTRALIAN VOLUNTEER
COAST GUARD (AVCG), AN INTRICATE AIR/SEA RESCUE OPERATION
OFF MELBOURNE BEACHES WHICH WAS SEEN LIVE BY A LARGE
CROWD AND BY MASS TELEVISION AUDIENCE.
HELICOPTER TOURS OF CITY FOR KEY GOVT AND MILITARY
FIGURES WERE VERY WELL RECEIVED AND PUBLICIZED.
MELBOURNE'S LORD MAYOR, IN APPRECIATION OF FACT THAT
BURTON ISLAND CAME TO MELBOURNE DURING MOOMBA, AS WELL
AS IN RECOGNITION OF OUTSTANDING SUCCESS OF VISIT,
INVITED CAPTAIN FOURNIER TO JOIN HIM IN REVIEWING STAND
AT CITY HALL DURING CULMINATING MOOMBA PARADE.

3. AS WIND UP OF VISIT CAPTAIN FOURNIER HOSTED SMALL
VIP RECEPTION IN HIS QUARTERS, FOLLOWED BY EXCELLENT
LUNCHEON WITH SMALL NUMBER OF SELECTED GUESTS, SUCH
AS LORD MAYOR AND NAVAL OFFICER IN COMMAND (NOIC)
VICTORIA. PLAQUE WITH SHIP'S "COAT OF ARMS" WAS
PRESENTED TO LORD MAYOR FOR INCLUSION IN HIS OFFICE
DISPLAY OF SIMILAR DECORATIONS FROM DOZENS OF ALLIED
NAVAL VESSELS. FRAMED PHOTOS OF BURTON ISLAND IN ICE
PACK ALSO PRESENTED TO LORD MAYOR, NOIC AND CONGEN.
ENTIRE FUNCTION WAS EXTREMELY WELL MANAGED IN ALL DETAILS
AND CREATED FINE IMPRESSION ON AUSTRALIAN GUESTS.

4.COMMENT: BURTON ISLAND MELBOURNE VISIT PROVIDES
GRAPHIC DEMONSTRATION OF SIGNIFICANT PUBLIC RELATIONS
BOOST WHEN IMPRESSIVE US VESSEL MAKES WELL-PREPARED,
CAREFULLY-TIMED PORT CALL IN AUSTRALIA. COORDINATION
BETWEEN BURTON ISLAND AND CONGEN STAFF WAS EXCELLENT,
ENABLING CREW TO ENJOY FULLY WELL-DESERVED R&R ASPECT
OF VISIT, WHILE AT SAME TIME STIMULATING MAXIMUM AMOUNT
OF INTEREST THROUGHOUT VICTORIA BY ACTIVE, MULTI-
FACETED PUBLIC RELATIONS EFFORT. SUCCESS OF VISIT SHOULD
BE SPUR TO FURTHER AUSTRALIAN CALLS BY US SHIPS,
PARTICULARLY WHEN VISITS CAN BE LINKED TO EVENTS, SUCH
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AS MOOMBA, SO AS TO MAGNIFY AND ENHANCE NORMALLY POSITIVE
PUBLIC RELATIONS IMPACT.
BRAND

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NNN

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